FEBRUARY 24, 1986

CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

DRAFT JUSTICE REPORT ON PORN HITS CABLE

JANUARY FALLOFF IN PAY WORRISOME TO OPERATORS

NCTA MUST-CARRY PLAN MAY BREAK LOGJAM

CABLE NETS REJECT DISH DEALERS' MARKETING PLAN

CANADIAN CABLE REPORT: PROGRAMMING CATCHING FIRE

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LEADING THE WEEK

Meese commission on porn 11
The U.S. Attorney General's Commission on Pornography will meet in Phoenix to review a preliminary report, which, if adopted, could have serious implications for the cable television industry.

Pay units drop 12
Despite a variety of possible reasons for a falloff in pay units in January, MSOs are worried the industry has not recovered from last year's slump.

Cable '86 12
As the National Cable Television Association's annual convention approaches organizers are encouraged by advance registration and exhibit space sales that already meet or surpass those of last year's meeting.

Must-carry compromise 16
Broadcast and cable industry leaders were closing in on a must-carry compromise, but there were still a few issues yet to be resolved.

Pacific West in court 16
Pacific West Cable Company has filed an action in state court to win the right to build a second cable system, charging the city and county of Sacramento, nearby cities and Sacramento Cable of conspiring to keep the system from building a plant.

MCA buys WOR-TV 17
MCA Inc. will pay more than 25 times WOR-TV's estimated 1985 cash flow for the New York superstation, a surprising $387 million in cash.

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The possible transmission of portions of CNN by the British Broadcasting Company is the topic of discussion between Turner Broadcasting and BBC.

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In a 49-46 vote, the Wisconsin state assembly has nixed legislation which would have prohibited franchise authorities from assessing cable franchise fees based on a system's income.

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In April Canada's Videoway will launch its combo of pay-per-view, videotex, videogames and transactional services with hopes of eventual expansion into the United States.

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United Cable Television's 10-year replacement franchise is in place after the City of Los Angeles certified the company's financing, but fines still plague the company.

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As Canada's cable industry stands on the brink of getting its long-awaited deregulation, there are many reasons to see a gathering momentum in Canadian cable, not the least of which is programming. On the cover are programs and logos representing Canadian networks including (clockwise from upper left corner) The Sports Network logo, First Choice's logo, The Life Channel logo, the Blue Jays playing on The Sports Network, *The Last Polka* from First Choice, a typical segment from Genesis Storytime, and *Mario* on First Choice.

Canadian cable on the move

Less regulation and mounting success of programmers buoying operators' revenues

By Simon Applebaum

At long last—deregulation.

That's the cautious sentiment most executives of Canada's cable industry express in the wake of an action taken earlier this month by CRTC, the nation's Radio-Television and Telecommunications Commission.

In a 90-page policy statement, CRTC proposed that the method by which operators determine and receive rate increases be streamlined and injected with more flexibility. Concurrently, the regulatory agency called for new rules that will give systems the freedom to create specialized text channels and sell limited advertising on local origination services (*CV, 2/7/86, p. 13*).

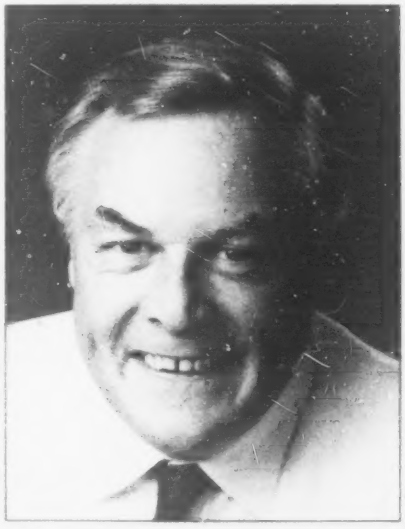
CRTC officers believe they can turn those recommendations into law sometime this September, if no barriers emerge from a period of comment solicitation and public hearings lasting through late spring.

In the view of many industry leaders CRTC's directive was long overdue, but they are relieved it came when it did, given the upbeat pace their business has moved into. Canadian cable operators now have 700 franchises serving some 5.5 million subscribers, or about 60 percent of Canada's 8.5 million television homes. Revenues are up, and operators are finally getting reasonable penetration levels for specialty services after several years of trial and error.

In addition, the services have developed programs and identities that set them apart from their American counterparts, and there's a growing movement to market both Canadian broadcast and cable fare directly to U.S. systems.

At the same time, the implementation of scrambling by Home Box Office last month appears to be allaying longstanding fears among Canadian operators about the impact of TVRO penetration on their industry. National dish sales have tumbled dramatically in recent weeks, according to several sources, and many systems that had considered a dip into TVRO dealership have put such plans on the back burner.

Overall, CRTC's proposal represents an important step forward, observes Michael Hind-Smith, president of the Canadian Cable Television Association. "It's not full deregulation, but maybe that was too much to hope for," he says. "We were surprised by the advertising outcome. We thought they would give us some leeway in local avails for the specialty channels, instead of flatly rejecting the idea. However, opening up some advertising clearances on community channels [the Canadian term for local origination] is significant because it will increase funds for program production." Although the proposal permits the inclusion of LO advertising through underwriting credits, with all income derived that way going into system production budgets, operators will still be barred from selling avails on MuchMusic, The Sports Network and The Life Channel, the countrywide trio of ad-supported specialty services.



'It's [CRTC's proposal] not full deregulation, but maybe that was too much to hope for. . .'

—Michael Hind-Smith

The CRTC's decision is "a major move in the right direction," says Noel Bambrough, head of Cablecasting Ltd., the MSO that penetrates about 120,000 homes in Calgary and some 150,000 homes in three franchises outside of the Alberta metropolis. "Even though [CRTC] didn't deal with the full potential of cable advertising, they took an encouraging position. It was a long time coming for a variety of reasons, but it's a giant step."

Nonetheless, some operators are wary about an early celebration of CRTC's step, suggesting that the agency has trotted out deregulatory strategies in public before that were subsequently tabled. Just last April, CRTC representatives commented at CCTA's annual convention that industry reforms were on the way. Shortly after that event, the agency floated a proposal for a change in the rate regulatory procedure allowing operators the right to match their increases with the nation's consumer price index, then set it aside from consideration a few months later. Now the idea is now a key element of CRTC's new deregulation plan.

"Things happen here very slowly," cautions Maclean Hunter President J. Barry Gage. "The original CPI concept wasn't super, but the industry supported it at the time because it was better than nothing at all. Our understanding is that their new proposal goes a long way toward giving much of what we asked for."

Under the revision, operators would be able not only to set annual rate increases in line with up to 80 percent of the nation's cost-of-living index, but to get them approved and enforced 40 days after CRTC notification. In many instances, systems have to wait up to a year after filing an application with CRTC for enactment. The plan also offers additional rate increases to operators as incentives for upgrading plant or expanding channel capacity.

Some industry executives attribute the delay to a lack of initiative eminating from the office of Prime Minister Brian Mulroney, Canada's chief execu-

Specialty service subscriber counts

Canadian services

Service	Subscribers	As Of
MuchMusic	800,000	2/86
The Sports Network	761,692	12/85
First Choice*Superchannel—total	610,000	2/86
eastern feed	430,000	2/86
western feed	180,000	2/86
The Life Channel	478,000	2/86
Super Ecran	107,195	12/85
Tele-latino	19,686	12/85
World View	10,068	12/85
Chinavision	8,168	12/85

U.S. Services (as of 12/85)

Service	Subscribers
Cable News Network	292,266
Arts & Entertainment Network	284,675
The Nashville Network	264,953
Financial News Network	159,471
Headline News	158,595
The Learning Channel	61,035

Source: [illegible]

tive since mid-1984. Massive business deregulatory reform was promised when Mulroney assumed power, and it was believed that cable would be an immediate beneficiary of that policy, notes Art Doerksen, president of Genesis Storytime, the Winnepeg-based children's cabletext network. "They found out that the new government wasn't as revolutionary as they might have been," he notes. "CRTC felt unchallenged to come out with something."

"From the beginning, it wasn't a major priority for them," Hind-Smith adds. "Communications didn't end up as a front target in the government's bid to open up various industry markets."

Before CRTC acts on its plan, Mulroney's office is expected to make a cable deregulation judgment of its own, through a broadcast task force set up last fall to review and recommend changes in the nation's communications system. The task force's report, which will take CRTC activities into consideration, will be released sometime next month.

Entering 1986, Canadian cable has reached full maturity in some respects, while just entering adolescence in others.

On the mature side all of the country's urban areas are fully wired, and all but the most rural-based franchises have less than 20-channel capacity. Gross revenues neared $650 million last year, increasing from $593.1 million in 1984 and $535 million the year before.

Upgrade activity is at a minimum. Maclean Hunter, which operates 15 systems that reach about 387,000 homes across the country, is midway through its only rebuild, a 32-channel operation linking 148,000 Toronto homes. The system will have 50 channels to program when upgrading ends in early 1988.

CRTC and programming

In the U.S. city governments and programmers award cable franchises and programmers set national cable services in motion. In Canada both responsibilities rest with CRTC. Until early 1983, systems had to be content with marketing a basic package consisting of the Canadian broadcast networks, local and distant regional stations and LO.

Six national regional pay service applications received CRTC approval three years ago this month. Of that group, First Choice*Superchannel is the only one still in business. Ad-supported service proposals were brought to the agency in 1984—MuchMusic and The Sports Channel were cleared later that year, while Life Channel earned approval last summer. Genesis Storytime is still awaiting CRTC authorization, five months after filing its marketing plans.

Most operators combine First Choice with MuchMusic and TSN and market it as an expanded tier for $15.95 per month, adding Life Channel for an additional dollar. For $19.95 a month, subscribers get all four services, plus up to six U.S. basic channels, including Financial News Network, The Nashville Network and Headline News. Each Canadian service also is offered a la carte at prices ranging from $6.99 to $10 per channel.

Specialty services are expected to average a 20 percent penetration rate among franchises this year, up from a 15 percent average in 1985. Cablecasting is maintaining penetration rates ranging from 13 percent to 18 percent among its systems, while Maclean Hunter's situation fluctuates from 11 percent penetration in several franchises to 26 percent at one location; 21 percent is the MSO-wide average, Gage says.

First Choice

All of the specialty channels have one thing in common—a Canadian content quota to uphold under CRTC auspices. In First Choice*Superchannel's case, that meant devoting at least 30 percent of its programming to nationally developed product, plus spending 45 cents of each dollar grossed on that product, amounting to 40 percent of its annual programming budget.

Despite those guidelines and the collapse of its competitors as a result of capitalization problems and slower-than-expected sub acceptance, First Choice is holding its own at 610,000 subscribers. Under a unique ownership pact, Canadian Communications markets First Choice to the eastern provinces, while Alarcon Pay TV distributes it among the western provinces. The venture also retains 40 percent equity in Super Ecran, a French-language movie service originating in the eastern provinces and taken by some 110,000 households.

Starting out with movies and specials, First Choice has emerged into a movie-oriented service, showing 30 titles per month. As President Fred Klinkhammer explains, programming movies and in-house financed original fare was too much of a burden for the venture.

The network, of course, has stuck to some original production, given the

Singer Whitney Houston joins VJ Christopher Ward on MuchMusic, Canada's answer to MTV.

prevailing regulations. Last summer, it co-produced and invested in Showtime's *Murder In Space* made-for-pay film and worked out a similar deal with HBO for the ACE-nominated *Countdown To Looking Glass* drama.

MuchMusic

In some ways, MuchMusic, the creation of Toronto independent broadcaster CITY-TV, emulates MTV's format. The service has its own stable of video jockeys, showcases irreverently surrealistic logo sequences and operates 24 hours a day. But the similarities end there—more music genres are featured, it offers daily segments highlighting specific video trends, and there's direct involvement with record companies in the production of clips featuring Canadian artists.

The venture has become profitable quickly, finishing its first year last September with $500,000 in income.

The service assembles eight hours of first-run fare each day, premiering it from noon to 8 p.m. EST and replaying it twice during a 24-hour period. At least eight videos are presented each hour of the block, with the VJs delivering their comments and music news reports live.

Obligated to start out with 10 percent Canadian content, MuchMusic devoted 18 percent of its airtime last year to Canadian videos, largely due to its funding of VideoFACT, an independent foundation which donates money to clip producers. About 2.4 percent of the channel's annual revenues go to VideoFACT, an arrangement that will continue through mid-1988. Twenty-four clips were produced with VideoFACT dollars last year, and at least that many videos will be made this year. Some clips are now getting MTV exposure, pleasing Moses Znaimer, who as MM's president and executive producer, might go down as Canada's answer to Bob Pittman.

Pitching 800,000 subscribers and 14 percent average penetration, MuchMusic is getting ongoing ad buys from 35 companies, led by Pepsi, Coca-Cola, Lever Bros., General Foods, and the Canadian brewery threesome of Labatt, Carling and Molson. Pepsi sponsors a weekly heavy metal hour, while Coke billboards the network's top 40 countdown show. MM has eight minutes available for sale per hour, as does TSN and Life Channel.

The Sports Network

The Sports Network is second in subscriber counts among the ad-supported trio at 760,000 homes, but it leads in average penetration because of a slightly higher standalone count (37,618 homes to 28,441 homes).

Like ESPN, TSN presents sports events and sports news coverage. Five half-hours per day are programmed with *SportsDesk*, a roundup of highlights, breaking developments and player profiles. Thirty-three percent of its weekly schedule consists of Canadian events, up from an original 18 percent requirement.

This year, TSN will carry 120 Major League Baseball games, most featuring the Montreal Expos and Toronto Blue Jays; 26 National Hockey League games 45 National Basketball Association on contests and a full complement of college sports, tennis, soccer and ski races. Considerable time also goes to such offbeat sports as rules football, cricket and curling. Canada's own non-hockey national pastime.

"We're not out to be ESPN North," says Gordon Craig, TSN's president. "We're trying to be a hybrid of ESPN, which has a news focus through *SportsCenter*, and regional sports services like PASS (Detroit's Pro Am Sports System) that are event-oriented."

ESPN supplies TSN with 50 hours of event programming a month, including golf, auto racing and *Top Rank Boxing*. But the service is putting its own stamp on coverage by establishing several series that feature Canadian athletes. Two separate half-hours spotlight conversations with the Blue Jays and Expos players and coaches, while another reviews Canadian college action. At least one sports event is produced by TSN staff each night.

Even though the network finished 1985 with 760,000 homes, advertising results did not match expectations for the year. TSN generated $1.6 million in

Canadian cable penetration 1984-85

Year	Basic Households	Specialty Service Homes	Specialty Service Penetration Average
1984	5,063,744	601,809	11.9 percent
1985	5,542,012	832,215	15.0 percent
Growth for '85	478,268	230,406	3.1 percent

Note: Figures do not include 43,751 households who pick up specialty channels as part of basic service under special circumstances.

Source: Mediastats Inc./Canadian Cable TV Association

ad revenues, down from a $2 million projection. Still, Craig is confident that sales will double this year, bringing the service closer to profitability. "Sales are slow because this is a brand new medium and advertisers are taking their time with it," he explains. "They'll jump in this year for two reasons—our sub base has doubled from last year and the ad community will have a track record to deal with."

Life Channel

When Life Channel entered the specialty service scene last October, it was counting on Lifetime for 70 percent of its initial program supply, while allocating 10 percent of its schedule to Canadian productions and the rest to outside acquisitions. What executives there didn't count on was Lifetime's cancellation of *Hot Properties* and several other first-run series late last fall, plus a reworking of its format to attract more women.Things have worked out for TLC however: in less than six months, the venture has attracted 478,000 homes, met initial ad projections and is developing its own programming style.

Eight hours of first-run series are scheduled per day within Life Channel's 24-hour format. The service's keystone in-house production is *S.I.C.*, a late morning hour mixing special reports on health and lifestyle topics with studio interviews and call-ins.

Product acquired directly from Lifetime now makes up less than 40 percent of Life Channel's format; other Lifetime shows, including *Mother's Day* and *A Better Way*, are picked up through contracts with their production companies. *Alive And Well* is on the schedule thanks to a USA Network agreement, as is Sally Jesse Raphael's syndicated interview program through a deal with Multimedia.

In the two years since Life Channel filed its prospectus before CRTC, creator and President John Tyson has tracked Lifetime's fortune, and is committed not to repeat any patterns established there.

"When Cable Health Network (Lifetime's predecessor) started, there was no doubt about the necessity for this kind of programming," Tyson says. "What was realized later is that you can't sell health for health's sake The programs have to be more entertaining to attract attention. Lifetime, despite drifting away from a talk format, is starting to move in the direction we want to follow."

Per-sub Fees

Per-sub fees cover more than half of each specialty channel's income stream. Since it operates as a pay network, First Choice*Superchannel charges operators $8.20 to $9 per home each month, depending on the system's contract. MuchMusic operates on a 90-cent fee; several MSOs pay 55 or 60 cents per sub monthly under volume discount terms. TSN has the highest charge among ad-supported channels at $1.65 a sub, while Life Channel offers itself for 55 cents per tier sub and 90 cents per standalone household.

Cablecasting's Bambrough and other operators warn that if per-sub fees keep rising, not even a CRTC-approved rate policy change will prevent a battle over marketing costs, with MSOs on one side and the specialty networks on the other. "The problem is that we're getting pressure from subscribers who feel the prices are too high, while the services are pressuring us to hike their wholesale rates," Bambrough says. "We can't live with the profit margins as they stand now."

The only way out of this is to prod CRTC into letting the ad-supported services move from tier or a la carte status onto the basic package, Bambrough suggests. By shifting positions, the channels would be less inclined to increase fees, since they could charge higher advertising prices related to a wider audience base.

Whether CRTC accepts a change is another matter. Several operators believe the agency will hear arguments for it once rate deregulation is approved, but other officials think it may take three to five years before CRTC considers the issue because of other matters on its agenda.

One of those subjects is pay-per-view. In the past, CRTC officials have stated that PPV will not go forward in Canada until the specialty services achieve fiscal stability.

That opinion flies in the face of many operators who want to get PPV started and feel the industry is ready to handle it. First Choice's Klinkhammer feels CRTC will bide its time and wait at least a year before accepting PPV applications. "What they will probably do is rule that a subscriber must take a pay service in order to qualify for PPV," he says. "That requirement would sidestep the cannibalization issue. Long-term, we hope to be a pay licensee."

Short-term, First Choice*Superchannel intends to be the first encrypted specialty service. Part-time scrambling is set to begin this September, and Christmas Day is the projected full-time scrambling date. There are no scrambling plans under development yet at the ad-supported services. Meanwhile, officials believe that once First Choice scrambles full-time, Super Ecran and a group of regional foreign-language pay channels (Tele-latino, Chinavision, World View, etc.) will follow suit.

Home Box Office's encryption introduction has taken the sting out of TVRO sales, CCTA's Hind-Smith and other industry leaders conclude. But that shouldn't be taken as a sign that MSOs won't move to scramble their channels eventually, they insist. "Our people haven't been up front on announcing a plan as U.S. firms have," Hind-Smith adds. "But it's clear it's going to happen."

Sources note that Oak Communications' Orion scrambling system may be the frontrunner for honors as the de facto Canadian standard, although they don't rule out a campaign from M/A-COM's Videocipher technology, now accepted as the U.S. encoding methodology. Since 1982, Orion has been used by CANCOM, an organization marketing an eight-channel package of U.S. broadcast networks and Canadian distant signals to small cable systems, SMATV and TVRO households nationwide.

"The model is in place and there for anyone to emulate," notes O.J. Hanas, vice president and general manager of Oak's satellite systems division. "It's a matter of business considerations now."

Generally, industry operators and programmers believe the short-term future of Canadian cable rests with CRTC approval of more specialty services, with PPV, a full-fledged ad sales plunge and the introduction of enhanced services coming sometime after 1988.

'. . . you can't sell health for health's sake. The programs have to be more entertaining. . . .'

—John Tyson

Film product comparison—March

Film	Pay Networks						Distributor
Act of Vengeance	HBO						Tempus
Adventures of Buckaroo Bonzai, The	HBO	ST					20th Century-Fox
Against All Odds	HBO*	ST*	TMC			MAX	Columbia
Airplane						MAX	Paramount
Alley Cat			TMC				Film Ventures
All Fall Down						MAX	MGM/UA
Alone Me	HBO	ST	TMC	HTN*		MAX	Universal
Alphabet City	HBO		TMC			MAX	Atlantic FX
Amadeus			TMC				Paramount
Amateur			TMC				Vestron
An American Warrior in Central America			TMC*				King Features
Antonio	HBO	ST	TMC				Cinevista
Apprentice	HBO	ST					20th Century-Fox
Around the World in 80 Days			TMC				Warner Bros.
Arthur						MAX	Warner Bros.
Avanti!						MAX	MGM/UA
Avenging Angel	HBO						New World
Aviator, The	HBO*						MGM/UA
Bachelor Party		ST				MAX*	20th Century-Fox
Ballbusters, The		ST				MAX	MGM/UA
Bananas						MAX	MGM/UA
Barry Lyndon			TMC			MAX	Warner Bros.
Bay Boy, The						MAX	International Classics Corp.
Being There	HBO	ST	TMC*				Lorimar
Best Defense		ST	TMC*				Paramount
Beyond the Limit	HBO					MAX	Columbia
Beyond the Walls			TMC*				Warner Bros.
Big Shots: Dare						MAX	HBO Pictures
Bite the Bullet	HBO					MAX	Columbia
Black Beauty			TMC*				Orion
Black Survivors			TMC				New Century
Blues Brothers, The	HBO	ST				MAX	Universal
Bostonians, The	HBO*		TMC				Ariel
Bounty, The	HBO					MAX	Orion
Brainstorm	HBO*	ST	TMC			MAX	MGM/UA
Bridge on the River Kwai, The						MAX	Columbia
Camelot			TMC*	HTN	MAX		Warner Bros.
Candidate, The			TMC			MAX	Warner Bros.
Candy Stripe Nurses						MAX	Vestron
Carried Away, The		ST					MGM/UA
Chariots of Fire	HBO		TMC				Warner Bros.
Charlamagne Close Close	HBO					MAX	Apex Film
Cimarron			TMC*				MGM/UA
Coal Miner's Daughter		ST	TMC	HTN*	MAX		Universal
Come and Get It		ST			MAX		Goldwyn
Conan the Destroyer		ST		HTN*	MAX*		Universal
Condemned		ST					Goodwin
Confessions of a Window Cleaner					MAX		Columbia
Conflict: Man of the Desert				HTN*			The Entertainment Network
Cotton Club, The	HBO*	ST	TMC		MAX		Orion
Country	HBO*	ST	TMC	HTN*	MAX		Buena Vista
Courage	HBO						New World
Crimes of Passion		ST	TMC				New World
Curse of the Pink Panther			TMC		MAX		MGM/UA
Deadly Blessing		ST					King Features
Deep, The	HBO				MAX		Columbia
Deja Vu	HBO						Cannon
Desperately Seeking Susan	HBO				MAX		Orion
Detective, The					MAX		Columbia
Devil, The			TMC*				Warner Bros.
Dust in the Sun				HTN*			ABC Video
Electric Dreams		ST		HTN	MAX		MGM/UA
Empire Strikes Back, The	HBO*	ST	TMC	HTN*	MAX		20th Century-Fox
Endless Love			TMC*				King Features
Falling in Love		ST	TMC				Paramount
Fanny and Alexander	HBO		TMC				Embassy
Fast Forward					MAX		Columbia
4th Musketeer, The	HBO						Cannon
Fighting Back					MAX		Paramount
Final Terror, The	HBO						Vidmil
Finders Keepers	HBO						CBS
Firestarter		ST*			MAX		Universal
Firstborn		ST	TMC				Paramount
F.I.S.T.				HTN*	MAX		MGM/UA
Forever Darling					MAX		MGM/UA
Four Seasons, The		ST	TMC				Universal
Frances					MAX		Darlow/Mil
Fraternity Vacation	HBO						New World
Front, The	HBO						Columbia
Gift, The		ST					Goldwyn
Gimme An F						MAX	20th Century-Fox
Give Mr. Regards to Broad Street	HBO*	ST					20th Century-Fox
Go Tell the Spartans	HBO						Warner Bros.
Gremlins, The				HTN*			The Entertainment Network
Goodbye Girl, The	HBO	ST	TMC	HTN	MAX		MGM/UA
Great Expectations			TMC				New Century
Green Ice	HBO	ST		HTN*	MAX		Warner Bros.
Hamlet			TMC				New Century
Happy Endings, The		ST					MGM/UA
Hard to Hold	HBO	ST	TMC	HTN	MAX		Universal
Heat and Dust	HBO		TMC				Universal
Hellbound				HTN*	MAX		New World
Hollywood Hot Tubs			TMC*				Seymour Borde
Hoodlum						MAX	20th Century-Fox
Honeysuckle Rose			TMC			MAX*	Warner Bros.
Humongous	HBO					MAX	Embassy
Hunter, The		ST				MAX	Paramount
Iceman	HBO	ST	TMC	HTN*	MAX		Universal
Impulse			TMC*				Universal
It Takes The Heart	HBO		TMC	HTN			Warner Bros.
Invisible Stranger, The			TMC				Seymour Borde
Irreconcilable Differences	HBO*	ST	TMC	HTN	MAX		Warner Bros.
Jack Frost				HTN*			Corinth Films
Jinxed				HTN	MAX		Warner Bros.
Just the Way You Are	HBO	ST		HTN			MGM/UA
Karate Kid, The	HBO*				MAX		Columbia
Keep, The		ST	TMC				Paramount
Killing Fields, The	HBO	ST	TMC				Warner Bros.
Killing Heat, The			TMC*				Satori
Kind Hearts and Coronets					MAX		New Century
Kiss Me Kate		ST					MGM/UA
Ladies of the Chorus, The				HTN*			The Entertainment Network
Last Warrior, The					MAX		Tri Star
Lavender Hill Mob, The			TMC		MAX		New Century
Liberace Today, The	HBO			HTN*			Buena Vista
Locomotion			TMC				Warner Bros.
Love and Death					MAX		MGM/UA
Love Letters		ST	TMC		MAX		New Horizons
Lovely to Look At		ST					MGM/UA
Love Me or Leave Me		ST	TMC		MAX		MGM/UA
Love Streams			TMC				Cannon Films
Lunch Wagon			TMC		MAX		Seymour Borde
Madame Bovary		ST					MGM/UA
Madame Rosa			TMC				Film Gallery
Main Event, The	HBO	ST	TMC*				Warner Bros.

Tom Hulce is Wolfgang Mozart in "Amadeus," making its pay cable debut this March.

Film	Pay Networks						Distributor
Making The Grade						MAX*	MGM/UA
Manhattan				TMC*			MGM/UA
Man In The White Suit, The						MAX	New Century
Mangy = Orphans			ST				Castle Hill
Max Dugan Returns	HBO					MAX	20th Century Fox
Mean Season, The	HBO*					MAX	Orion
Mick and Maude	HBO*						Columbia
Midnight Express			ST	TMC		MAX	Columbia
Midnight Madness	HBO		ST		HTN*		MGM/UA
Mike = Murder	HBO			TMC			Warner Bros.
A Minor Miracle			ST		HTN		K-Tel
Mischief	HBO*		ST				20th Century Fox
Missing In Action	HBO*		ST*	TMC		MAX	Cannon Pay TV
Missing In Action 2	HBO		ST	TMC			Cannon Pay TV
Misunderstood					HTN*		MGM/UA
Moscow On the Hudson	HBO		ST*	TMC		MAX	Columbia
Mrs. Soffel	HBO				HTN*		Orion
Murrow	HBO*						Tbs
My Brilliant Career				TMC*			Worldvision
Mysterious Island				TMC			Sabre
9 to 5				TMC		MAX	20th Century Fox
Natural, The						MAX	TriStar
Never-ending Story				TMC	HTN	MAX*	Warner Bros.
Nutty Ways				TMC			Muller Media
Norman Rae	HBO		ST	TMC*		MAX	20th Century Fox
North Dallas Forty				TMC		MAX*	Paramount
Oh God! Book II					HTN*	MAX	Warner Bros.
Oh God! You Devil	HBO		ST	TMC	HTN	MAX	Warner Bros.
Old Enough	HBO			TMC			Film Gallery
Old Maid			ST				MGM/UA
Oliver Twist				TMC*			Key Video
Once Upon A Time In America	HBO					MAX	Warner Bros.
On the Town	HBO			TMC*		MAX	MGM/UA
Osborne Blues	HBO			TMC	HTN	MAX	MGM/UA
Park Is Mine, The	HBO						Action
Pauline At The Beach						MAX	Orion
Perfect Timing						MAX	Film Gallery
Perils of Gwendoline, The	HBO						Sony Video
Places In The Heart	HBO*						TriStar
Porky's	HBO					MAX	20th Century Fox
Porky's Revenge	HBO		ST*	TMC			20th Century Fox
Porky's II	HBO					MAX	20th Century Fox
Protocol	HBO*		ST	TMC	HTN	MAX	Warner Bros.
Purple Rose of Cairo, The						MAX	Orion
Pygmalion				TMC			New Century
Q			ST	TMC		MAX	CFD
Rappin'	HBO						Cannon
Rebecca					HTN*		Arc Video
Red Dawn	HBO		ST	TMC	HTN*	MAX	MGM/UA
Red Shoes, The			ST	TMC			New Century
Repo Man	HBO		ST			MAX	Universal
Roadhouse 66						MAX	Western TV
Rocky			ST	TMC*	HTN*	MAX	MGM/UA
Romancing the Stone	HBO*		ST	TMC		MAX	20th Century Fox
Rose, The	HBO		ST	TMC		MAX	20th Century Fox
Royal Wedding	HBO					MAX	MGM/UA
Runaway	HBO*					MAX	Tri-Star
Running Brave	HBO*		ST	TMC	HTN*		Buena Vista
Scarface	HBO*		ST	TMC			Universal
Scarlet Coat, The			ST				MGM/UA
Scarred			ST				Monterey Home
Secret of the Golden Dragon, The			ST		HTN*		Sony Video
Secrets			ST				Worldvision
Sex Games of the Very Rich			ST			MAX	Video Treats
She Wore A Yellow Ribbon						MAX*	RKO Pictures
Shining, The			ST	TMC		MAX*	Warner Bros.
Shocking Miss Pilgrim, The						MAX	20th Century Fox
Sinbad And The Eye of the Tiger						MAX	Columbia
Since You Went Away					HTN*		MGM/UA
Sixteen Candles			ST		HTN*	MAX*	Universal
Six Weeks						MAX	Paramount
Soldier, The	HBO					MAX	Embassy
Soldier's Story, A	HBO*						Columbia
Something Wicked This Way Comes	HBO		ST		HTN*		Buena Vista
Spellbound					HTN*		ABC Video
SPFX					HTN		20th Century Fox
Star Chamber, The	HBO						Embassy
Starman	HBO*						Columbia
Stratton Story, The				TMC		MAX	MGM/UA
Streets of Fire				TMC	HTN*	MAX	Universal
Sure Thing, The	HBO						Embassy
Swing Shift	HBO*		ST	TMC*	HTN	MAX	Warner Bros.
Sword of the Valiant				TMC		MAX	Vestron
10 to Midnight						MAX*	Vestron
2010	HBO		ST	TMC	HTN*		MGM/UA
Tank			ST*		HTN*	MAX	Universal

Woody Allen and Mariel Hemingway star in 'Manhattan.'

Film	Pay Networks						Distributor
Terror Train				TMC		MAX	Private Screen
Tootsie			ST			MAX	MGM/UA
Restless Creature			ST			MAX	Crown
Tennessee Champ				TMC*			MGM/UA
Terms of Endearment				TMC*			Paramount
Tex				TMC	HTN	MAX	Touchstone Films
Third Man, The				TMC		MAX	New Century
Thundercats					HTN*		Turner Program Service
Tin Drum, The				TMC			Viacom
To Be or Not To Be	HBO		ST	TMC	HTN	MAX	20th Century Fox
Topaze	HBO*						Columbia
Torchlight	HBO			TMC*			The Movie Store
Tootsie	HBO		ST			MAX	Disney
700 Cars	HBO						Sony World
Topper Returns				TMC*			New Century
Turk 182	HBO		ST*	TMC			20th Century Fox
Twilight of Honor			ST				MGM/UA
Twice in a Lifetime	HBO		ST			MAX	20th Century Fox
Up the Creek	HBO					MAX	Orion
Utilities				TMC			The Movie Store
V.I.P.'s, The			ST	TMC			MGM/UA
Woman of Fire							
Lost World			ST				Muller Media
Wait Until Spring, Bandini						MAX	MGM/UA
Windy Moon	HBO					MAX	Columbia
Wise Woman of Sexual Wiles				TMC			Warner Bros.
Without A Trace	HBO					MAX	20th Century Fox
Woman In Love				TMC			MGM/UA
Wyoming Doggies	HBO			TMC			Goldwyn
Year of Living Dangerously, The	HBO		ST	TMC		MAX	MGM/UA
You Light Up My Life	HBO					MAX	Columbia
Zoot	HBO		ST	TMC	HTN		Warner Bros.

Pay Networks:
HBO: Home Box Office
ST: Showtime
TMC: The Movie Channel
HTN: Home Theater Network
MAX: Cinemax

- Networks in parentheses indicate movies scheduled October, November, December, January and/or February.
- An asterisk indicates the film is scheduled from October, November, December, January and/or February.
- To count the films appearing on the March schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax, 10 of those films starring Richard Gere have been counted as 10 films. Films have played on all five services. 16 films have played on four of the five services. 11 films have played on three services and 68 films on two of the five services. One hundred and sixteen films were unduplicated in the last six months.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 41, followed by Warner Bros. with 27, Twentieth Century Fox with 22, Columbia with 19 and Universal with 15.